PARLIAMENT

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1995 DIRECT MARKETING BUDGET
(IN 000'S)

PROJ CODE	MOS		1995 ORIGINAL BUDGET	1994 THIRD REVISED	VARIANCE	1993
		ADVERTISING				
		MEDIA:PRINT				
A01		MAGAZINES	$3,808	$4,057	($249)	$2,815
A01		ROP				0
		FSI/SUPPLEMENTS				1,527
		SUBTOTAL - MEDIA	3,808	4,057	(249)	4,342
A01		MEDIA:OUTDOOR	5,712	5,642	70	0
A02		AGENCY PRODUCTION	2,380	2,271	109	3,296
		SUBTOTAL - ADVERTISING	11,900	11,970	(70)	7,638
		EVENTS				
E48	M	RESORT-WINTER	300	443	-143	
		RAPID RESPONSE	0	151	-151	
E49	MY-SP	RESORT-SUMMER	1,200	1,780	-580	
			1,500	2,374	(874)	0
		RETAIL PROMOTIONS				
		PRICE	0	0	0	0
		PRODUCT:				
I2A	M	BIGIFMARCH	604	311	293	
		1993 PROMOTION				2413
		SUBTOTAL- PRODUCT	604	311	293	2,413
		INCENTIVE:				
	D	DECEMBER CARTON STUFFER	303		303	
	A	AUGUST CARTON STUFFER	338		338	
	AP	APRIL CARTON STUFFER	338		338	
	MY	MULTICORP RETAIL	500		500	
I3P		JULY UMBRELLA CONTINUITY STUFFER		446	-446	
I3P		MARCH LIGHTER SURVEY STUFFER		180	-180	
I3P		STUFFER OCT TBD		307	-307	
I7K	J	JUNE SUNGLASSES	615	207	408	
I8L	A	AUGUST WATCH	429	581	-152	
I7L		MULTICORP RETAIL		600	-600	
		DESTROYED GOODS				1,926
		SUBTOTAL- INCENTIVE	2,523	2,321	202	1,926
		SUBTOTAL - RETAIL PROMOTIONS	3,127	2,632	495	4,339
		COUPONING				
C21	S	FSI - JULY				
		CATALINA CPN	140	300	-160	
		PRIOR YEAR CREDITS				5,085
		SUBTOTAL - COUPONING	140	300	-160	5,085
		DIRECT MARKETING				
K31	F	FEB-COUPON W/CONTINUITY	234	930	-696	
	J	JAN CONTINUITY	343		343	
	M	MARCH	255		255	
K32	AP	APRIL DMAIL	984	238	746	
K33	J	JUNE-COUPONS W/CONTINUITY	234	724	-490	
K33	O	OCTOBER - COUPONS W/CONTINUITY	984	751	233	
K35	A	AUGUST DMAIL	234	236	-2	
K34		MULTICORP DIRECT	232	200	32	
		BURNETT-DATABASE	250	180	70	
K11/12F		1993 FALL PROMOTIONS		700	-700	
		BACKER FEE	50		50	
		1993 DIRECT MAIL				2,833
		SUBTOTAL - DIRECT MARKETING	3,800	3,959	(159)	2,833
		ARTWORK/POS				
B01		POS ARTWORK	70		70	
		B-RACK	417		417	
B03		TEMPORARY POS	116		116	
B04		PERMANENT POS	400	365	35	383
		SUBTOTAL - POS	1,003	365	638	383
		OTHER PROMOTIONS				
P01		IDEA GENERATION	30		30	
P02		PACKAGE DESIGN	200	100	100	11
			230	100	130	11
		TOTAL BRAND PROGRAMS	$21,700	$21,700	$0	$28,289

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Source: https://www.industrydocuments.ucsf.edu/docs/gmnm0004